

SOCIO-ECONOMIC CONTRIBUTION OF THE EUROPEAN COSMETICS INDUSTRY

EUROPE IS A GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS

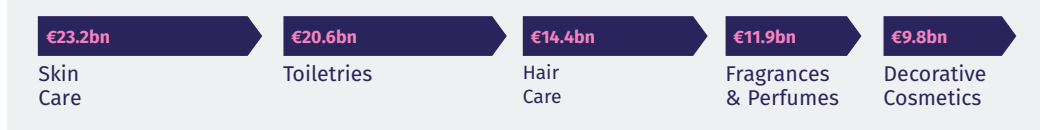


> €36bn
trade in cosmetic products within Europe in 2021

> €24bn
total export of cosmetic products from Europe in 2021

SKIN CARE & TOILETRIES:

largest share of the European market (2021)



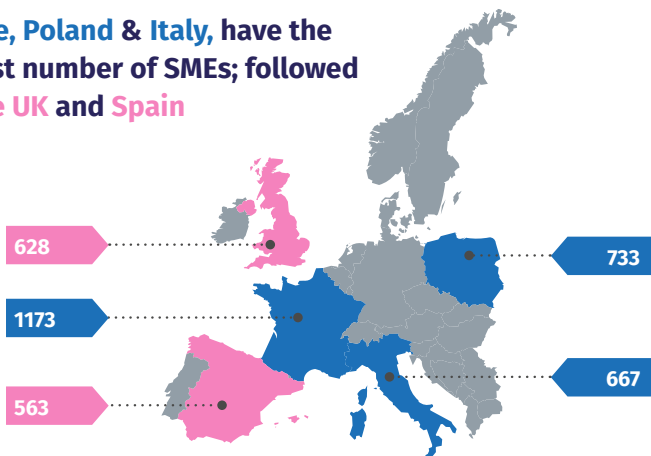
France & Germany: Europe's main exporters
Over 50% of total global exports from Europe

Cosmetics Europe, Market Performance Report 2021.

SMES & BIG COMPANIES ARE KEY DRIVERS OF INNOVATION & ECONOMIC GROWTH IN THE INDUSTRY

Close to 7,000 SMEs THE NUMBER IS GROWING

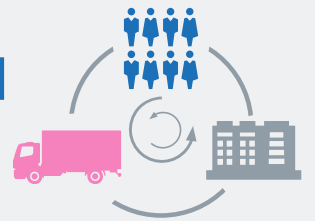
France, Poland & Italy, have the largest number of SMEs; followed by the UK and Spain



Cosmetics Europe, Market Performance Report 2021.

THE INDUSTRY SUPPORTS MILLIONS OF EUROPEAN JOBS UP & DOWN THE VALUE CHAIN

Over **2 MILLION JOBS** across Europe



255,111 people employed directly
1.71 million people employed indirectly
>393,000 people employed through induced effects

Cosmetics Europe, Market Performance Report 2021.

COSMETICS AND PERSONAL CARE PRODUCTS ARE ESSENTIAL TO THE WELL-BEING OF PEOPLE



72%

of European consumers see cosmetics and personal care products as important or very important in their daily lives



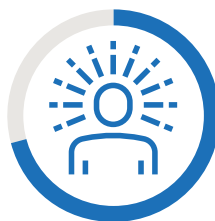
COSMETICS ARE USED MULTIPLE TIMES EVERYDAY

over **7** different cosmetics daily

nearly **13** different cosmetics weekly

USED BY CONSUMERS...

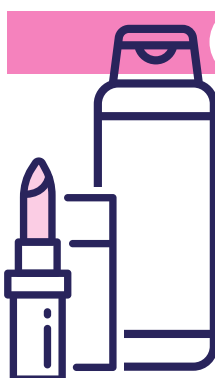
1. For their personal hygiene
2. To feel good about themselves
3. To protect their skin or hair



71%

of consumers feel cosmetics and personal care products they use improve their quality of life

70% of consumers said cosmetics and personal care products are important or very important for building their self-esteem



Cosmetics Europe, European Consumer Perception Study 2022.